

WEBSITE DEVELOPMENT SPECIALIST

GS-301

INTRODUCTION

This position is located in the Business Development Division of the Interim Group Vice President for Small and New Business at the Export-Import Bank of the United States. This group is responsible for all initial customer contacts, foreign and domestic; Ex-Im Bank program literature development, publishing and dissemination to customers; the initial review and counseling of applicants for medium and long-term loan and guarantee requests for Letters of Interest, Preliminary Commitments and Final Commitments; the proactive business development in the primary emerging markets; and the continued contact with clients to Ex-Im Bank, bankers and Ex-Im Bank's City/State partners. The incumbent of this position is responsible for the design of the format or visual style for printed material, exhibits and presentations that utilize the website as well as slides, charts and graphs.

DUTIES & RESPONSIBILITIES

Specific duties and responsibilities performed by the incumbent are described below, but are not all inclusive. Since this position involves emerging technologies, it is necessary for the position to remain fluid.

1. Serves as a web administrator. Creates designs for the Ex-Im Bank website. Reviews and verifies information before he/she puts information on the web. Updates information contained on the website as the need arises.
2. Disseminates information to large audiences through the use of the website. Demonstrates the use of the website to participants of the monthly seminar, as well as the annual conference. Explains the purpose of the site and answers questions related to the material and documents found on the website.
3. Conducts research by reviewing newspapers, magazines, and websites to see how others are using this technology. This information is used to enhance ideas for Ex-Im Bank's website.
4. Catalogues electronically, fact sheets, graphics, and slides for the Division.
5. Coordinates assigned work with that of other web administrators and the HTML coders.
6. Develops order forms for the sale of various products created by the Bank, such as slide show presentations. Markets website to the exporting communities, bankers, small businesses, state and local governments, and large businesses.
7. Designs materials for the website in conjunction with Web Team members; however, the

responsibility of the content of the website lies within the Office of Communications

Factor 1. Knowledge Required by the Position, Level 1-6 1250 points

Knowledge of basic computer programming to aid in the manipulation of data in the website. Specifically the incumbent needs to know hypertext links, graphics and Internet programs, such as; Photoshop, Publisher, Printshop, Pro, Hot Dog, Navigator, Java Script, etc.

Knowledge of Internet design and layout including how to design a website, build graphic images, frames, links, using QuarkExpress, and MS Publisher.

Skill in oral and written communication. Oral presentations will be made to large audiences, where time for questions and answers will be made available.

Skill in establishing and maintaining effective working relationships with other members of the Division and the web team.

Factor 2. Supervisory Controls, Level 2-4 450 points

The incumbent is provided administrative direction with assignments in terms of broadly defined missions or functions. The incumbent works from ideas and suggestions and translates this information into illustration and other visual material for use on the website. When designing slides or other graphics for presentations, the employee's suggestion and recommendations are readily accepted. Completed work is reviewed for compatibility with other work, effectiveness in meeting or achieving expected results.

Factor 3. Guidelines, Level 3-3 275 points

Various computer manuals are utilized as a reference source and as an assistant in the design of the website. Guidelines are not always directly applicable to specific work assignments, therefore, creativity must be used to develop information that will be visually pleasing and "user friendly" to website visitors. Incumbent searches other websites for ideas, as well as newspapers and magazines to see how other are using their websites.

Factor 4. Complexity, Level 4-4 225 points

Assignments consist of projects where the incumbent must decide what has to be done . Often times the incumbent must show either a general or specialized audience "why-it-is-done," or "how-to-do-it," when designing questionnaires and forms that can be completed by Internet users. The level of difficulty is typified by developing specifications for, or modification to existing material that is contained in the Ex-Im Bank website.

Factor 5. Scope and Effect, Level 5-3 150 points

The incumbent must plan and carry out projects, resolving a variety of conventional problems, questions, or situations in cases where responsibility has been assigned for maintenance and design of a specific part of the website. The work affects the image of the Ex-Im Bank since many of the projects produced can be accessed through the worldwide web.

Factor 6. Personal Contact, Level 6-3 (Points combined with 7 below)

Contacts are with the employees in the Business Development Division, Office of Communications, outside vendors, reproduction unit, help desk, senior management officials and with employees at the Department of Commerce.

Factor 7. Purpose of Contacts, Level 7-b (Factors 6 & 7 combined) 110 points

Contacts are made to provide information to others, coordinate assignments, and function as the website liaison with the Department of Commerce.

Factor 8. Physical Demands, Level 8-1 5 points

Work is basically sedentary, although some physical effort may be required, such as carrying files and computer accessories.

Factor 9. Work Environment, Level 9-1 5 points

Work is performed in an office setting. The work space is adequately lighted and temperature controlled.

Total points 2,470
Point range for GS-11 2,355 - 2,750